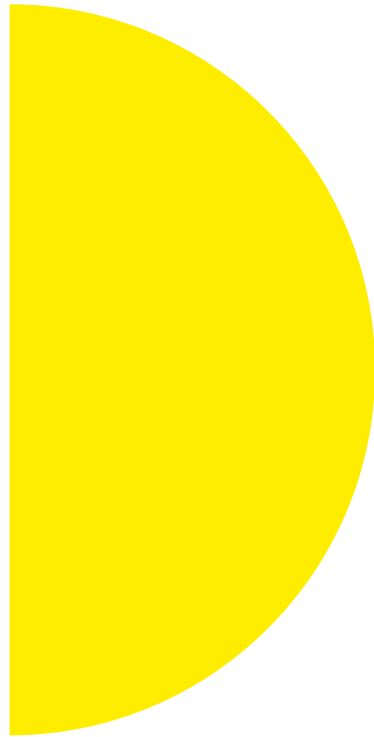
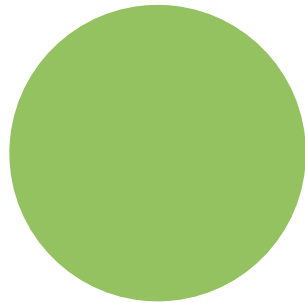
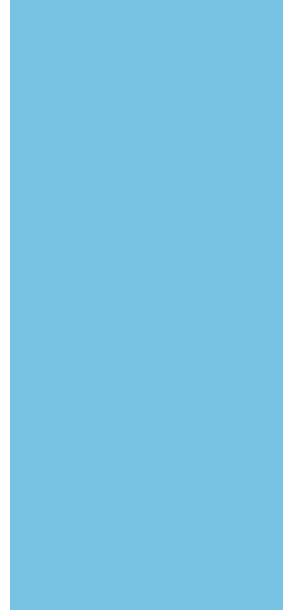




Wolf & Player



Challenge, Create, Change.

Five year impact report

2016 – 2021



About

Wolf&Player is the partnership of Chris Wolf and Lucy Player – two creatives and activists who share the belief that design has the power to improve human-kind.

Our world faces many urgent challenges and the way forward can often be hard to comprehend. We believe visual design has a key role to play enabling new ideas to be understood and acted upon.

It is this purpose that underpins everything we do. As the creative allies of change maker companies and individuals, we help them to better reach their audience with projects that advocate, innovate and transform. All with the singular aim of creating fair and happy societies that can thrive on a healthy planet.



Contents

- 03 Looking back**
- 06 Impact report
- 11 In focus
- 13 Looking forward**
- 14 Pledges





**Inspire
action**

Looking back



Inspire action

Wolf&Player is, and has always been, a company with a mission. Right from our formation in March 2016, we set out with the clear purpose of harnessing the power of visual design to create a fair and lasting future for all.

For us this is no marketing spin. It is a purpose that guides our every creative and commercial decision. And it's not about simply making the world a better place – in the context of our current climate emergency, better is not good enough. Nothing short of *'a future where we can all live fairly within the natural limits of the planet'* will do.

Such ambition comes with its fair share of challenges. Forming a commercial company that excludes the majority of its traditional market is brave. Doing so without any financial backing or business experience is bordering on lunacy. There have been trials and tribulations and our mistakes have been varied and plentiful. But throughout it all one thing has remained constant... our continued inspiration at the amazing work we see around us.

Our first ever tag line reflected this. *'You inspire us'* was chosen as it embodied our role as supporters – helping change makers of all types tell their stories of change. Our promise to our partners has always been to increase their influence and impact. To take your idea to change the world, and shape it so it is heard, understood and, crucially, acted upon.

So on the occasion of our fifth anniversary (and in the midst of one of the most challenging years for businesses of all types in living memory) we have taken some time out to reflect and to recommit. This report is a chance to recognise what has been achieved, and to set a course for the next five years.

We thank all who have been part of our journey so far, and look forward to having a greater, more transformative impact in the years ahead.



Years of creative impact



Events bringing together change maker professionals



Continents impacted by our projects



Founding partners



Shared mission

Impact report

As a mission-driven company it is vital that we live by our values.

Disclosing who pays our bills and the purpose of the projects they employ us for is our version of reporting our 'material' impact on the world.

What follows is the full breakdown of the work we have undertaken in the past five years, broken down by company type and sector, as well as showcasing a few key projects.



Overall income

0%
Government

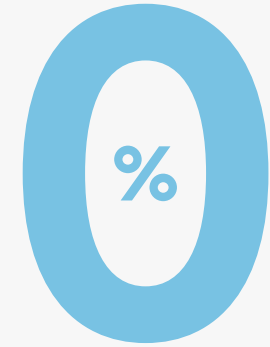
30%
Foundation

9%
NGO/Charity

61%
Business

Business revenue by sector

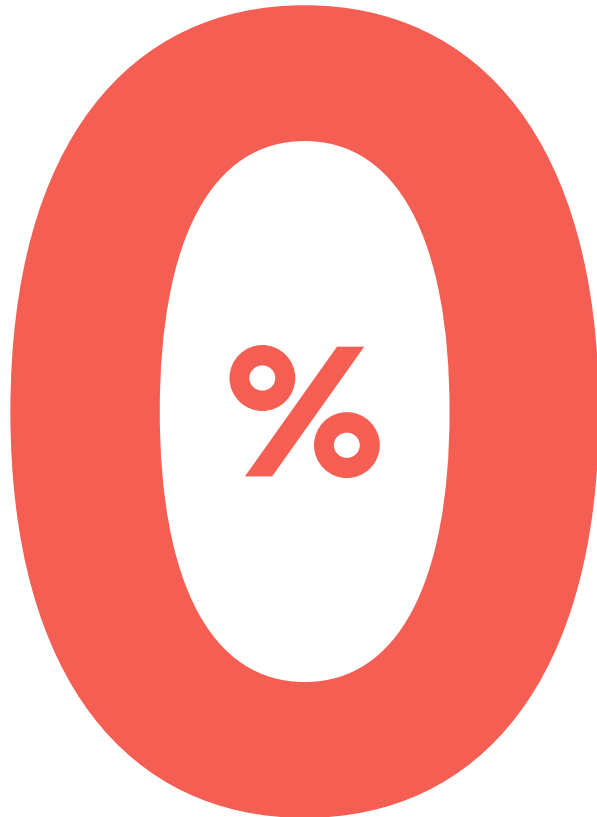
Consultancy	64.5%	Multiple projects from consultancies operating in the areas of sustainable development, corporate sustainability, systems change and sustainable finance.
Pharma	31%	Multiple projects for a pharmaceutical trade body on projects committing the industry to the SDGs.
Consumer products	1.5%	A project for a baby experience brand reducing consumption waste and a project for a start-up developing a community engagement app.
Food	1%	Project for a food and beverage company to produce their annual sustainability report.
Investment	1%	Project for a dedicated impact investor.
Mobility	1%	Project for a sustainable mobility company.



- Alcohol
- Automotive
- Aviation
- Beauty
- Built environment
- Conglomerate
- Engines & turbines
- Fashion
- Finance & banking
- Hotel
- Insurance
- Media / entertainment
- Non-renewables
- Plastics, materials, resins
- Public transport
- Retail
- Shipping
- Surgical & medical instruments
- Technology

Climate conflicts

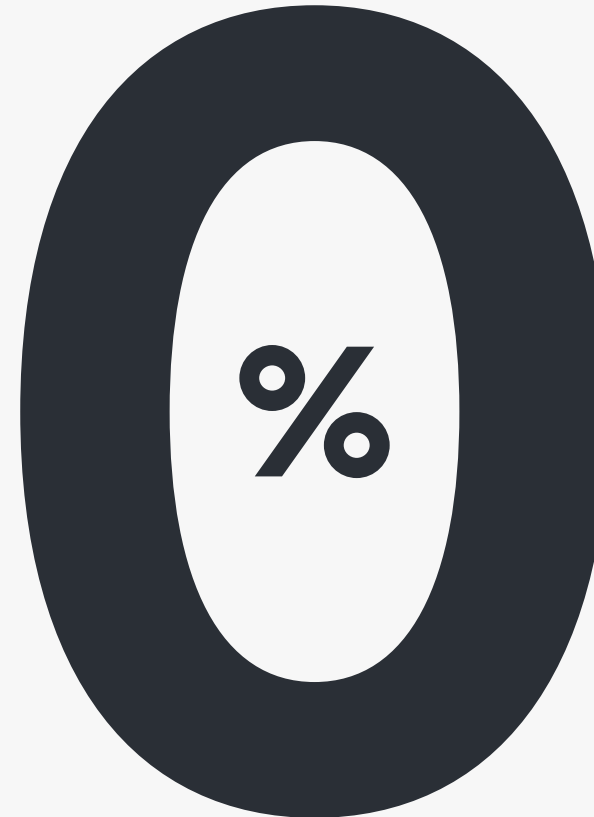
These are considered high carbon clients. High carbon clients come from industries with high carbon emissions pulled together from [IEA](#) and the [EPA](#).



- Aviation
- Plastics
- Trucking & Shipping
- Private Cars
- Non-renewables (Coal, Oil, Natural Gas)
- Concrete & Cement
- Timber, Pulp & Paper
- Iron, Aluminium & Steel Manufacture
- Chemicals & Petrochemicals

Controversial clients

This list of potentially controversial sectors is taken from the International Finance Corporation and ethical investment criteria.



- Arms
- Politics
- Tobacco
- Religion
- Gambling
- Pornography
- Alcohol

Ten largest clients by revenue

Business **Foundation** **NGO/charity**

3 Supported a **pharmaceutical industry body** by creating an online directory of partnership initiatives supporting the SDGs.

4 Supported a **non-profit sustainable agriculture network** by updating their visual identity and creating their new website.

1 Supported a **sustainable development think tank and consultancy** on their website design and build, research publications and thought leadership communications.

2 Supported an **early childhood development foundation** in the development of a range of knowledge and advocacy products and communications.

5 Supported a **corporate sustainability and systems change foundation** by creating their website and supporting online communications.

6 Supported an **impact-focussed talent consultancy** by creating their website and learning platform.

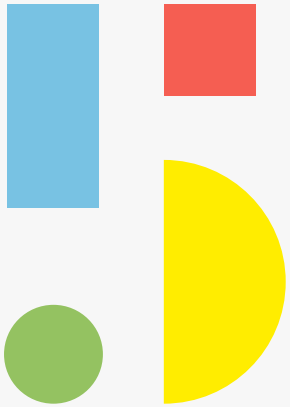
7 Supported a **funders collaborative scaling up support for children in crisis or displacement** by creating their visual identity and online communications.

8 Supported an **energy advisory consultancy** by creating their overall messaging strategy and corporate website.

9 Supported a **start-up systems change consultancy** by creating their overall messaging strategy and corporate website.

10 Supported a **sustainable finance consultancy** by creating their website.

In focus:



Milestone projects

2016



Transforming business to thrive in the 21st century

Our economy is not fit for purpose and business must find ways to create environmentally restorative, socially just and economically inclusive value if we are to endure.

In 2016 we began a partnership with a foundation leading this change (one that continues to this day), guiding companies and investors to do business while making the Sustainable Development Goals (SDGs) become a reality.

Impact: Corporate sustainability, systems change

2017



Ensuring the youngest refugees aren't left behind

There are roughly 22 million children under the age of five in need of humanitarian assistance globally. These children and their families are either living in refugee camps or insecure situations no child should have to call home.

In 2017 we developed a visual identity for a collaborative alliance taking action to ensure that young children and their families affected by crisis and displacement are getting the support they need to rebuild resilience and fulfil their potential.

Impact: Early childhood development, disaster relief

2018



Committing to global health progress

Two years ago marked the 100th anniversary of the great influenza pandemic, which killed 50-100 million people. It sounds scarily familiar today. The challenge for how health systems become agile and ready to respond to threats to our health security as well as the growing rates of NCDs and a global population living longer is one that escalated quicker than most.

Since 2018 we have been working with the trade body of the research-based pharmaceutical industry on a campaign and series of resources that call upon the industry to commit to working in partnership to ensure universal health access for all.

Impact: Universal health access, health-system collaboration

2019



Growing a sustainable food system

As the world's population is predicted to rise to more than 9 billion by 2050, the development of sustainable agricultural practices to ensure a constant, increasing and safe supply of agricultural raw materials is absolutely critical.

Since 2019 we have been the digital partner of a non-profit network of over 100 members worldwide, making a difference from the ground upwards, from the smallest farm to the largest multinational – redesigning their website to promote the initiative to a global audience.

Impact: Food and nutrition, sustainable development

2020



Changing our relationship with energy

We are facing an ever-growing energy crisis. And while we tend to think of this challenge as a macro-issue only addressable at a global level, we not only have the power to make changes at the individual level, it is imperative that we do so.

In 2020 we partnered with a North American energy advisor whose ambition is to fundamentally change the way humans and natural resources interact. Through a new purpose-led website they are helping companies understand how to reduce their natural resource intensity – speeding up the transition to a sustainable energy future.

Impact: Energy transformation



Looking — forward

The agency of change

If the last five years have taught us anything it is that change is both ever-present and ever-needed. The events of the last twelve months alone have shown how much the world can and will adapt when the conditions demand it.

Today we are witnessing a revolution in the creative sector. Five years ago our unflinching commitment to only collaborate with organisations working for impact put us in a select group. Now the language of purpose is positively mainstream, and while we challenge some of our peers to ensure they walk their talk, we recognise the overall trend to be a very good thing – the message is getting through!

In parallel, the way creative agencies operate is also evolving. The rise of remote practices is causing a shift towards smaller and more focussed core teams that prioritise agility and partnership above all else. The result is that our industry is streamlining and diversifying – increasingly working together and sharing resources to deliver more creative outcomes.

We are embracing these changes. The Wolf&Player of the next five years will not be a traditional design agency, but a creative partnership – a partnership of creative change makers working together with the shared belief that design has the power to improve human-kind.

Let's continue doing great work together.



In the next five years we pledge to...

- 1** Deliver projects which tackle the most **pressing issues** facing society
- 2** Partner with people and organisations where we can **have the most impact**
- 3** Grow our own capabilities to become the **very best craftspeople** we can be
- 4** Expand our network of highly skilled, purpose-driven **creative collaborators**
- 5** Become a certified **B Corporation**



The story continues...

Got an idea that could change the world?
Let us help you make it a reality.

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